



omnistudio : passion to communicate

2010 – 2015 GSA FEDERAL SUPPLY SCHEDULE PRICE LIST

General Services Administration
Federal Supply Service
Authorized Federal Supply Schedule Price List

Advertising & Integrated Marketing Solutions

Federal Supply Class: 541
Corporate SIN: 541-3 Web Based Marketing Services
541-4F Commercial Art & Graphic Design
541-2000 Other Direct Costs

Contract Number: GS-23F-0173R

Contract Period: May 6, 2010–May 5, 2015

Contractor: OmniDigital Studio, Inc. (d.b.a. OmniStudio)
1140 19th Street, NW
Suite 320
Washington, DC 20036

Point of Contact: Eileen Kessler, President

E-MAIL: ekessler@omnistudio.com
TEL: (202) 785-9605
FAX: (202) 785-9609
WEB: <http://www.omnistudio.com>

Business Size: Small, Woman-owned

Date: May 6, 2010

INFORMATION FOR ORDERING ACTIVITIES

1a. Awarded SIN:

541-3 Web Based Marketing Services
 541-4F Commercial Art & Graphic Design
 541-2000 Other Direct Costs

1b. Awarded Pricing (please see page 8 for more detail)

Sr. Web Designer	\$143.58
Web Producer	\$143.58
Information Architect	\$143.58
Search Engine Optimization	\$143.58
Web Designer	\$119.65
Online Video Editor	\$114.86
Account Manager	\$95.72
Senior Designer	\$95.72
Writer	\$95.72
Web Developer	\$81.36
Designer	\$71.79
Pre-Press Production Artist	\$71.79
Graphic Production Artist 1	\$62.22
Office Manager	\$62.22
Copy Editor	\$62.22
Proofreader	\$47.86

Other Direct Costs

CD-Burning Individual CDs	\$23.93
CD-Duplication, includes label and paper sleeve	
1-50	\$23.93
51-100	\$14.36
101-250	\$9.57
Posters – Color/Per Print (Max 40" by 120")	\$410.63
Lamination (max 40" x 120")	\$94.76
Mounting on 1/4" foam core (Max. 40" x 65")	\$67.00
Mounting on 1/2" foam or gator (Max. 40" x 65")	\$85.19
Poster Setup	\$14.36
Color Matching, per hour	\$57.43
Poster Output, per sq. ft.	\$14.36
Laminate, per sq. ft.	\$4.03
Grommets	\$2.87
Photo Scans - Black and white	\$14.36
Photo Scans - Color	\$38.29
Braille, per page	\$0.343
Braille binders, each	\$3.02
Foreign language translation, per word	\$0.353

1c. Labor Category Descriptions: See Below

2. Maximum Order Limitation: \$1,000,000.00

3. Minimum Order: \$100.00

4. Geographic coverage: Domestic delivery only

5. Point of Production: Washington, DC

6. Discount from list prices: Discounted from Commercial price list

7. Quantity discounts: 5% for any single project exceeding \$50,000.

8. Prompt payment terms: Net 30

9a. Government purchase cards are accepted at or below the micro-purchase threshold: Yes

9b. Government purchase cards are accepted or not accepted above the micro-purchase threshold: Yes

10. Foreign items: Not applicable

11a. Time of delivery: Negotiated at task order level

11b. Expedited delivery: As specified on task order

11c. Overnight and 2-day delivery: As specified on task order

11d. Urgent requirements: Contact Contractor Contact

12. F.O.B. point(s): Destination

- 13a. **Ordering address:**
OmniDigital Studio, Inc. (d.b.a.
OmniStudio)
1140 19th St., NW
Suite 320
Washington, DC 20036
ATTN: Eileen Kessler, President

E-MAIL: ekessler@omnistudio.com
TEL: (202) 785-9605
FAX: (202) 785-9609
- 13b. **Ordering procedures:** see
fss.gsa.gov/schedules
14. **Payment address:**
OmniDigital Studio, Inc. (d.b.a.
OmniStudio)
1140 19th St. NW
Suite 320
Washington, DC 20036
15. **Warranty provision:** Not applicable
16. **Export packing charges:**
Not applicable
17. **Terms and conditions of Government
purchase card acceptance:** Not applicable
18. **Terms and conditions of rental,
maintenance, and repair:** Not applicable
19. **Terms and conditions of installation:**
Not applicable
20. **Terms and conditions of repair parts:**
Not applicable
- 20a. **Terms and conditions for any other
services:** Not applicable
21. **List of service and distribution points:**
Not applicable
22. **List of participating dealers:**
Not applicable
23. **Preventative maintenance:**
Not applicable

- 24a. **Special attributes:** Not applicable
- 24b. **Section 508 compliance information:**
www.omnistudio.com
25. **DUNS Number:** 794798405
26. **CCR:** Registered, registration valid to
11/10/2010

Transcend Traditional Communications

OmniStudio is a unique communications consulting firm that understands and shares the passions of our clients' interests. Since 1977 we have played a key role in developing effective integrated communications for a wide variety of organizations in public affairs and private enterprise.

Whether our clients are driven to educate, motivate, promote constructive care, or to provide outstanding services and products, their dedication and commitment inspire outstanding communications.

Growing and established organizations, public and private, turn to us to develop creative solutions that produce results. Peruse our services, examine our process, and review our portfolio. You'll see that OmniStudio designs and produces the solutions that help our clients disseminate information clearly and professionally to effect action, loyalty, and support.

Job Descriptions

JOB TITLE: Senior Web Designer

Minimum/General Experience: 10 years experience in marketing or communications management. 5 years experience and thorough knowledge of Web site and multimedia presentation design and development, including working knowledge of HTML coding, information architecture, user-experience design, usability standards, and best practices in content management systems (CMS) and processes, e-commerce and online constituent relationship management (eCRM) software. Thorough knowledge of interactive technology and e-marketing trends. 10 years experience in project and staff management.

Functional Responsibility: Oversee interactive projects. Develops project budgets, makes creative presentations to clients, manages interactive design and production team. Analyzes client needs and makes recommendations for most effective technology solutions. Negotiates and manages contracts with outside vendors for such services as information architecture, e-commerce and content management solutions. Oversees design and production team in all phases of work. Acts as the liaison between Omni's client and interactive design and development teams.

Minimum Education: Undergraduate degree in liberal arts, communications, or business. Graduate degree or minimum 10 years experience in business communications field.

JOB TITLE: Web Producer

Minimum/General Experience: Minimum ten years experience in communications management role, five years experience and thorough knowledge of Web site and multimedia presentation design and development, user experience best practices, usability standards and content management systems. (CMS) and processes, e-commerce and online constituent relationship management software. Thorough knowledge of interactive technology and e-marketing trends. Ten years experience in project, vendor and staff management.

Functional Responsibility: Organize planning, development, and deployment web sites. Work directly with partners and clients to determine project scope and specifications. Coordinate and track progress of design and development teams to implement online designs. Ensure overall quality of web site.

Minimum Education: Bachelor's degree in liberal arts or science

JOB TITLE: Information Architect

Minimum/General Experience: Minimum ten years experience in communications management role, five years experience and thorough knowledge of Web site and multimedia presentation design and development, user experience best practices, usability standards and content management systems. (CMS) and processes, e-commerce and online constituent relationship management software. Thorough knowledge of interactive technology and e-marketing trends. Ten years experience in project and staff management.

Functional Responsibility: Develop thorough, realistic plans for Web sites that support organizational objectives. Work with customers to understand their business models and goals and help define strategy, content, and features for design of their web site. Analyze audiences and their information and functional needs. Define site architecture and navigation that serves as a blueprint of the site upon which all other aspects are built. Develop functional specifications for Web sites and have the knowledge to communicate goals to designers, programmers and clients.

Minimum Education: Bachelor's degree in liberal arts or science.

JOB TITLE: Search Engine Optimization Specialist

Minimum/General Experience: Minimum five years experience with Web site development, project management and search engine responsibilities. Working knowledge of HTML, CSS, and other common programming languages. Good writer with strong command of English language, with understanding of advertising and marketing principles, Web trends and analytics.

Functional Responsibility: The SEO Specialist will be responsible for analyzing, reviewing, directing change and making changes to clients' web sites so they are optimized for search engines. Also, this specialist will identify proper keywords for SEO implementation. Specialist will work with an internal counterpart (Web Producer) to provide input for improving and tracking search engine rankings.

Minimum Education: Bachelor's degree in liberal arts or science.

JOB TITLE: Online Video Editor

Minimum/General Experience: Minimum seven years experience in video editing production with thorough knowledge of desktop editing tools such as Final Cut Pro.

Functional Responsibility: Edits video tape, and sound tracks for Web site production. Edits video segments to specified lengths and reassembles segments in sequence that presents story with maximum effect. Reviews assembled film or edited video tape on screen or monitor and makes corrections. Our video editing services are primarily for Web site viewing thus specialization in titling and editing for Web viewing are essential.

Minimum Education: Bachelor's degree in liberal arts or science.

JOB TITLE: Account Manager

Minimum/General Experience: 15 years of sales experience related to selling and managing marketing, design and printing services. 15 years experience with project management responsibilities related to branding and visual design campaigns and publication design. Has expertise in all types of printing processes. 10 years experience with print buying and management.

Functional Responsibility: Develop budgets, schedules and write proposals for client engagements.. Meet with client to determine best process for achieving goals. Bring together team of experts to consult with clients. Account manager acts as liaison between client, and the design team. The account manager also oversees printing and other outside services contracted through OmniStudio.

Minimum Education: Undergraduate degree in liberal arts, business or communications.

JOB TITLE: Senior Designer

Minimum/General Experience: Minimum 10 years experience in all aspects of design, including hands-on software program expertise in QuarkXpress, Adobe InDesign, Adobe Photoshop and Adobe Illustrator. Experience in preparing and presenting design comprehensives. Experience in a broad range of design services including publications, marketing, advertising and branding design. Excellent written and verbal communication skills.

Functional Responsibility: Develop creative concepts for visual communication in various print media, including magazines, books, marketing collateral and branding. Work closely with account manager, client and production artist to produce high quality work, within budget and deadline. Write specifications for printing, choose paper, inks and work closely with printers to achieve desired results.

Minimum Education: Bachelor's degree in design. Graduate degree or 10 years experience as a designer in a variety of product areas.

JOB TITLE: Writer

Minimum/General Experience: Minimum five years professional experience in copy writing.

Functional Responsibility: Writes and edits copy that best reflects the marketing strategy and client's objectives. Gathers data from subject matter experts, writes and edits copy for publications, marketing materials, advertisements, Web sites and exhibits.

Minimum Education: Bachelor's degree in journalism or communications.

JOB TITLE: Web Designer

Minimum/General Experience: Seven years experience in graphic communications design with a minimum 5 years experience specifically designing Web site and multimedia interfaces. Experience and knowledge of professional Web design programs, including Adobe Photoshop, and Macromedia Dreamweaver and Flash. Understanding of the role of Web design in overall communications strategy and brand awareness. Two years project management experience including client presentation, overseeing junior

designers and Web programmers. Thorough knowledge in the use of state-of-the art Web technology, including content management solutions, e-commerce, and 508 compliance requirements. May also have direct skills and experience in Web art production (file preparation) and Web code development, such as HTML, CSS, and various standard scripting languages.

Functional Responsibility: Work with others to create a wide variety of commercial, organizational, technical and educational Web sites. Design overall "look" including graphics and typography, create all navigation, and incorporate content. Incorporate client requirements and user feedback into design revisions, in order to realize completed artwork, animation, and content styles for entire Web sites and interactive multimedia presentations.

Minimum Education: Bachelor's degree in communications or design related field.

JOB TITLE: Web Developer

Minimum/General Experience: Five years of experience designing and coding HTML pages and preparing Web-ready graphics files. Strong knowledge of Web-related technologies and techniques. Skilled in HTML, JavaScript, and additional Web-standard scripting languages and template building techniques. Knowledge and experience with a variety of production tools, technologies, and techniques for design and development including Adobe Photoshop and Illustrator, BBEdit, and Macromedia Dreamweaver and Flash.

Understanding of GIF/JPEG production and optimization, browser-safe colors, effective layout, typography, and usability standards for Web sites. Knowledge of usability/accessibility standards of user interface development in order to produce code compliant for Section 508 accessibility; may work with development tools that aid in this process.

Functional Responsibility: Work with others to create a wide variety of commercial and organizational Web sites. Help develop structure of site and directories. Create navigation, code templates and work closely with Web producers and Web designers to achieve highest quality work. Incorporate content, test sites on multiple platforms/browsers, and assist in the configuration of Web server settings. Update the site as required.

Minimum Education: Bachelor's degree in liberal arts or science.

JOB TITLE: Designer

Minimum/General Experience: Minimum 5 years experience in all aspects of design, including hands-on software program expertise in QuarkXpress, Adobe InDesign, Adobe Photoshop and Adobe Illustrator. Experience in preparing and presenting design comprehensives. Experience in a broad range of design services including publications, marketing, advertising and branding design. Excellent written and verbal communication skills.

Functional Responsibility: Develop creative concepts for visual communication in various print media, including magazines, books, marketing collateral and branding. Work closely with account manager, client and production artist to produce high quality work, within budget and deadline. Write specifications for printing, choose paper, inks and work closely with printers to achieve desired results. Review bluelines.

Minimum Education: Bachelor's degree in design. Graduate degree or 5 years experience as a designer in a variety of product areas.

JOB TITLE: Prepress Production Artist

Minimum/General Experience: Minimum 5 years experience in all aspects of print production, including hands-on program expertise in QuarkXpress, Adobe InDesign, Adobe Photoshop and Adobe Illustrator, Flight Check. Must have thorough knowledge of the printing process, color, and scanning techniques.

Functional Responsibility: Print color proofs, prepare comprehensives, and pre-flight all files before going to press. Review lasers and files for best quality and printability. Oversee press inspections and review bluelines.

Minimum Education: Bachelor's degree in design or 5 years experience in hands-on production.

JOB TITLE: Graphic Production Artist I

Minimum/General Experience: Minimum 5 years experience in all aspects of print production, including hands-on program expertise in QuarkXpress, Adobe InDesign, Adobe Photoshop and Adobe Illustrator. Must have thorough knowledge of the printing process.

Functional Responsibility: Work closely with senior designers and account managers to produce a variety of printed projects from magazines, books and technical reports to advertising and marketing collateral. Print color proofs, prepare comprehensives, and flight check all files before going to press.

Minimum Education: Bachelor's degree in design or High School Diploma plus 5 years experience in hands on production.

JOB TITLE: Office Manager

Minimum/General Experience: 10 years corporate office administrative experience. Accounts receivable and payroll experience, knowledge of Peachtree Accounting System, Microsoft Excel and Word.

Functional Responsibility: General office administration, including payroll and bookkeeping management. Produce payroll checks, administer accounts receivable and payables, keep track of employee leave, update employee manual, order office supplies, purchase stock photos for design projects, arrange deliveries, enter time for outside costs for client projects.

Minimum Education: Liberal arts or business degree, or minimum 10 years experience.

JOB TITLE: Copy Editor

Minimum/General Experience: Five years experience copy editing for all types of publications, including books, magazines, technical reports. Proficiency in English grammar, spelling and proofreaders marks. The copy editor has a thorough knowledge of standard style manuals such as GPO and Chicago.

Functional Responsibility: When requested by client, read word for word, page proofs before sending proofs to the client or printer. Review work for layout consistency, proper hyphenation and use of typography. When requested, provide full read through of text for grammar, spelling, and punctuation.

Minimum Education: Bachelor's degree in liberal arts.

JOB TITLE: Proofreader

Minimum/General Experience: Five years experience proofreading for all types of publications, including books, magazines, technical reports. Proficiency in English grammar, spelling and proofreaders marks. Understanding of best practices in page layout and typography.

Functional Responsibility: Review all OmniStudio work before sending proofs to the client or printer. Review work for layout consistency, proper hyphenation and use of typography. When requested, provide full read through of text for grammar, spelling, and punctuation.

Minimum Education: Bachelor's degree in liberal arts.